

In the claims:

All of the claims standing for examination are reproduced below.

1-15. (Canceled)

16. (Original) A computerized system for editing a video presentation to provide an area for a virtual advertisement, comprising:

input apparatus for selecting a region appearing in a sequence of frames in the video presentation; and

a software routine for analyzing the selected region;

wherein the software routine prepares a pixel signature for the selected region by averaging the RGB values of pixels in the selected region and applying a deviation factor.

17. (Original) The system of claim 16 wherein the deviation is computed as the standard deviation for the pixel values in the region.

18. (Original) The system of claim 16 wherein the region selected is selected from a region library associated with a source of the video presentation.

19. (Currently amended) A method for preparing a region in a sequence of frames in a video presentation for use as a region for adding virtual content, comprising steps of:

(a) taking an average of R, G, and B pixel values for pixels included in the region;

(b) applying a deviation to the average values to provide a pixel value range for pixels in the region thereby creating a pixel signature;

(c) creating a data set identifying the region and associating the pixel signature with the region; and

(d) providing the data set to an integration system for use in substituting virtual content.